

2023/24 SUMMARY OF ACTIVITY

AT A GLANCE

	2016/17	2017/18	2018/19	2019/20	2020/21	2021/22	2022/23	2023/24
Income	198k	360k	310k	327k	341k	438k	403k	375k
Investment to social purpose fund	7k	17k	9k	9k	22k	5k	12k	8k
Number of Members	17	20	20	21	18	19	17	12
Campaigns delivered	21	34	30	32	47	47	36	30

INCOME

£374,867

Campaigns (purpose of work):

1. Anti-Austerity Action Group (public affairs)
2. British Liver Trust (media relations)
3. British Philosophical Association (communications strategy)
4. Children's Charities Coalition (media relations)
5. Disasters Emergency Committee (social media and fundraiser engagement)
6. De Montfort University (public affairs and stakeholder engagement)
7. Early Education and Childcare Coalition (public affairs and stakeholder engagement)
8. End Fuel Poverty Coalition (co-ordination of the Coalition and campaigning. For a list of funders visit the [EFPC website](#))
9. Electoral Reform Society (Politics for the Many co-ordination)
10. Fuel Poverty Action (public affairs)
11. GUTS UK (media relations)
12. Hestia (interim communications role cover)
13. International Menopause Society (media relations)
14. Less Survivable Cancers Taskforce (media relations. For a list of funders [visit the LSCT website](#))

15. Melanoma Focus (media relations)
16. Mums For Lungs (media training)
17. National College Worcester (communications advice and support)
18. National Health Service – National Workforce Skills Development Unit (communications delivery and support)
19. Nurture UK (media and communications support)
20. Palms Row Health Care (communications advice and delivery)
21. Parents for the Future (media relations)
22. QED (communications support)
23. Scottish Rewilding Alliance (Rewilding Nation campaign)
24. Sea Lanes, Brighton (communications support)
25. Social Workers Union (SWU Campaign Fund)
26. Unite (newsletter development and copy writing)
27. University English (communications strategy support)
28. United World Colleges (communications advice and media relations)
29. Warm This Winter (campaign support. For a list of funders, visit the [Warm This Winter website](#))
30. WorldSkills Europe (marketing and communications support)

COST OF ACTIVITY

£408,802

Members Fees and Expenses £250,128

Administrative Expenses, Campaign Expenses and Business Development £57,842

Direct staff costs, Pensions, NI & directors salaries £56,917

Tax on Profit of Ordinary Activities

£1,896

REMAINING BALANCE DISTRIBUTION

Social Purpose Fund 2024/25

£8,108

SOCIAL IMPACT

Campaign Collective exists to provide affordable, professional communications support to organisations delivering a public benefit. With our day rates benchmarked to be half that of other marketing firms, we save organisations money and allow those who would not normally be able to benefit from communications support access to these vital services.

The campaigns we delivered have a positive social impact and helped contribute to **twelve** of the United Nation's Sustainable Development Goals.

Our Creative Climate Disclosure Report shows we have zero exposure to “high carbon emissions.”

Based on the Close The Gap formula, our gender pay gap is **2.5%** (2022/23, -1.9%, 2021/22, 0.4%, 2020/21, 0.5%, 2019/20 -2.42%). An action plan will be developed if it exceeds +/- 5%. Our Ethnicity Pay Gap is also within the +/- 5% limit but is not revealed in order to protect personal data.

In addition to helping bring about positive change in society through the campaigns delivered in this financial year, we also use our profits to support smaller organisations and help develop the next generation of campaigners. Campaign Collective is undergoing a strategic and operational review in 2024/25 which will become operational from 2026 and will refresh our objectives and social impact in time for the organisation's 10th anniversary.

To help support grassroots groups and the next generation of campaigners, we undertook the following:

- Organisations continue to make free use our Freedom To Campaign Guide and an update was delivered for the 2024 General Election
- Continued to support The Rooftop News CIC. As part of the operational review, this is no longer being funded in 2024/25 and sadly the CIC is likely to close. Campaign Collective has agreed to curate the historic content so it remains online as an archive.
- Corporate Partner of Charity Comms

- Commenced work on a new guide to campaigning
- Continued advice on the development of PR & Communications Apprenticeship framework
- Assessed campaign apprentices
- Established a Community Fund for local groups which benefit the wellbeing of members

In 2023/24, we also supported the following social impact organisations:

- Living Wage Foundation, membership
- Melting Pot, office services
- Social Enterprise Scotland, membership
- Social Enterprise UK, membership